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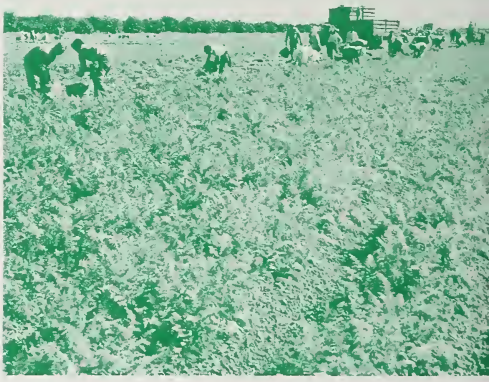
THE MARKET NEWS SERVICE ON FRUITS AND VEGETABLES

U.S. DEPARTMENT OF AGRICULTURE
MARKETING BULLETIN NO. 39

THE MARKET NEWS SERVICE on FRUITS and VEGETABLES



WHAT IS MARKET NEWS?

Market news simply is an exchange of information between growers, shippers, wholesalers, and others on supplies, demand and prices.

This information is gathered by skilled market reporters employed by the U.S. Department of Agriculture together with State agencies. It is flashed through the Nation, and is quickly released through telephone recorders, newspapers, radio, television, and printed reports.

The market news service is part of USDA's Consumer and Marketing Service.

WHAT IT MEANS TO YOU

Market news reporters serve as the eyes and ears of the produce industry. Their reports can help you make your marketing decisions.

Market news tells you about supplies—one of the main things that affects the price you get.

The reports also describe the demand for your produce, and tell you what prices are being paid at various places. They can help you decide whether your prices are right.

KINDS OF MARKET NEWS REPORTS

Terminal market reports are issued from 24 of the largest cities. The reports show both rail and truck receipts in each of these big-city areas. Prices reported in terminal markets are those received by wholesalers for sales of less than a carload or truckload. Sales of full carloads also are reported wherever they are important.

Shipping point reports are issued for the major growing areas. These reports show both rail and truck shipments. Prices are reported by method of sale and show what the grower or shipper receives for the produce in carload or truckload quantities, including mixed loads.

A *marketing summary or review* is prepared after the shipping season for each shipping point production area. These summaries report production, supply, prices at both shipping point and terminal markets, and similar information.

The report *Weekly Digest of Shipping Point Information* is mailed each Wednesday from Philadelphia, Chicago and Los Angeles. This report gives background information at the various shipping points on such things as weather, crop and conditions, harvesting progress, and outlook for the next few days.

Reports issued from Washington, D. C. include weekly and annual transportation reports (rail and truck movement for fruit and vegetable commodities), an annual summary of average monthly produce prices in leading areas, a national honey report issued monthly, and a peanut market report issued weekly.

HOW TO GET MARKET NEWS REPORTS

Detailed market news reports are mailed free on request from terminal and shipping point market news offices, as well as from Washington, D. C. Select the reports you need from the lists on pages 6 through 12, and write to the offices that issue them asking to be put on the mailing lists. A post card will do.

If you don't need market news reports every day, you can get them two or three times weekly. For example, Monday, Wednesday and Friday, Monday reports only, or daily reports for the week mailed on Friday.

Many newspapers, several hundred radio stations, and some TV stations carry market news information received from the Federal-State Market News Service. Check with the newspapers and broadcasting stations in your area for local information.

UNDERSTANDING THE MARKET REPORTS

The price ranges shown in market reports generally cover the high and low prices on fruits and vegetables of good quality and condition. Stock of exceptional quality, or of poorer than usual quality, is covered by quotations outside the principal price range, and is appropriately described.

To use market news reports, the reader must recognize the effect of variety, grade, size, quality, and condition on price.

DEMAND—to want a commodity and be able and willing to pay for it. Terms that go with demand are:

exceeds supply—when buyers cannot buy enough to fill orders.

very good—when buyers are rapidly absorbing supplies and trading is active.

good—when buyers show confidence in the market and they are buying readily.

improving—when buyers have more confidence in the market than the previous day.

moderate or fairly good—when normal trading activity prevails.

fair—when trading is less active than normal and buyers lack confidence in the market.

slow—when trading is lagging, buyers are shopping around, and supplies are readily available or beginning to become burdensome.

light—when few buyers are around and the volume of business is small.

practically no demand—when buyers show very little interest and there are few or no sales being made.

MARKET—the opinions of buyers and sellers regarding prices which have resulted in sales. The following descriptive terms may be modified by such words as slightly, about, barely, very. The market is described, in comparison with the previous day, as:

strong—when there is an upward trend with bullish sentiment that anticipates further advances.

stronger—when there are actual and general price advances.

firm—when sellers show increasing confidence, prices are holding at the level of the day before or are a shade higher.

steady—when there are no appreciable price changes or trends in either direction and no definite sentiment toward immediate market changes.

dull—when there is relative market inactivity but no definite tendency toward market changes.

unsettled—when there is uncertainty with a lack of agreement by the trade on whether there is a stronger or weaker tendency to the market or when there is a waiting attitude pending the outcome of factors which might affect the market, such as storm damage or labor troubles.

weaker—when there are actual and general price declines.

weak—when there is a downward trend, with market sentiment that anticipates lower prices.

demoralized—when the market is oversupplied and sales cannot be made except at very low prices.

QUALITY factors are the physical properties affecting market value, such as color, shape, texture, cleanness, and freedom from defects.

CONDITION refers to factors which may change with time, such as maturity, decay, freezing injury, shriveling, and flabbiness.

Quality and *condition* are described by the terms:

fine—superior in appearance, color, and other quality factors; better than good.

good—stock which has a high degree of merchantability and a small percentage of defects.

fair—having a somewhat higher percentage of defects than good or a condition which warrants a price reduction when compared to good.

ordinary—a fairly high percentage of defects or a heavy degree of off-condition.

poor—having such a heavy percentage of defects or so badly off-condition that it is salable only to buyers interested chiefly in low prices.

For any questions on market news reports, call your local reporters listed in the U. S. government or State government section of the telephone directory.

WHERE TO WRITE FOR TERMINAL MARKET REPORTS

*Indicates separate seasonal shipping point reports in addition to the regular daily terminal market report.

ATLANTA, GEORGIA
(Forest Park, Georgia 30050)
203 Administration Building
*Pecan report—Southeast States — Nov.-Dec.

BALTIMORE, MARYLAND 21202
501 Appraisers' Stores Building

BIRMINGHAM, ALABAMA 35203
1308 First Avenue North
*Potato report—Sand Mountain Area — June-July
(Included in daily report)

BOSTON, MASSACHUSETTS 02210
705 Appraisers' Stores
*Cranberry report—Massachusetts — Sept.-Dec.

CHICAGO, ILLINOIS 60607
1060 U. S. Custom House

CINCINNATI, OHIO 45202
8415 Federal Office Building
*Greenhouse report—nearby area — In Season
(Included in daily report)

CLEVELAND, OHIO 44115
2640 East 37th Street
*Greenhouse report—nearby area — In Season
(Included in daily report)

DALLAS, TEXAS 75201
3-102 Merchandise Mart
500 South Ervay Street

DENVER, COLORADO 80202
4436 U. S. Custom House
*Lettuce report—San Luis Valley — July-Oct.
*Peach report—Western slope (press only) — Aug.-Sept.
*Potato & Onion report—
all Colorado production areas — July-April

DETROIT, MICHIGAN 48209
53 Detroit Union Produce Terminal

HONOLULU, HAWAII 96814
P. O. Box 5425
PAWAA Sub-Station

KANSAS CITY, MISSOURI 64106
120 U. S. Court House

LOS ANGELES, CALIFORNIA 90021
300 Wholesale Terminal Building
*Avocado & Lime report—
Southern California — Weekly—Wednesday All year
*Orange & Lemon report—
Central & Southern California — Daily—All year
*Celery report—Southern California — Dec.-June
(Included in daily report)
*Potato report—Southern California — July
(Included in daily report)

LOUISVILLE, KENTUCKY 40218
1 Produce Terminal
*Watermelon report—Southern Indiana — Aug.-Sept.
(Included in daily report)

MINNEAPOLIS, MINNESOTA 55401
425 Federal Building
*Vegetable report—Anoka County — July-Sept.

NEW ORLEANS, LOUISIANA 70113
T-5031 Federal Building

NEW YORK CITY
(Bronx, New York 10474)
Room 4A, Section A
Hunts Point Terminal Market

PHILADELPHIA, PENNSYLVANIA 19106
604-F U. S. Custom House
*Shipping Point report—
Pennsylvania & New Jersey — April-Nov.
(Miscellaneous Commodities)
*Potato report—
Pennsylvania & New Jersey — Aug.-March
*Sweetpotato report—New Jersey — Aug.-April

PITTSBURGH, PENNSYLVANIA 15222
1417 Federal Building

PORTLAND, OREGON 97205
312 U. S. Court House

ST. LOUIS, MISSOURI 63102
208 N. Broadway, Room 1010

SAN FRANCISCO, CALIFORNIA 94111
727 U. S. Appraisers' Building
*Cold Storage report — Semi-monthly—All year
*Strawberry report—
all California — March-Nov.
*Deciduous Fruit report—
Central California — Weekly—Wednesday
*Wine report—all California — Weekly—Wednesday

SEATTLE, WASHINGTON 98104
228 Federal Office Building
*Special Berry report—
Washington & Oregon — July-Nov.
Weekly—Wednesday

WASHINGTON, D. C. 20250
2503 South Agriculture Building

WHERE TO WRITE FOR SHIPPING POINT REPORTS

Federal-State market news offices are operated cooperatively at shipping points during the active marketing season. Approximate dates are shown. Reports may be obtained by addressing Federal-State Market News Service at the specific point during the indicated season of operation.

*Staffed with State reporter.

ALABAMA
Foley, Alabama 31702
Office space assigned seasonally.
April-May—potatoes

ARIZONA
Phoenix, Arizona 85017
2720 West Weldon Avenue
All year—vegetables, melons, grapes
Nogales, Arizona 85621
136 Grand Avenue
Dec.-June—Mexican vegetables, melons

Yuma, Arizona 85364
First Federal Building, Room 228
350 West 16th Street
Nov.-July—vegetables, melons

ARKANSAS
Little Rock, Arkansas 72203
P. O. Box 391
May-August—strawberries, peaches

CALIFORNIA
*Bakersfield, California 93305
520 Kentucky Street, Room 8
All year—fruits, vegetables

Blythe, California 92225
Drawer AT
204 Federal Building
Nov.-June—lettuce, melons

*El Centro, California 92243
15 Produce Exchange Building
395 Broadway
P. O. Box 675
All year—vegetables, melons

*Fresno, California 93721
3075 California State Office Building
2550 Maripose Street
All year—fruits, vegetables

*Indio, California 92201
Reporter and office space assigned seasonally.
May-July—grapes

*Lodi, California 95240
Reporter and office space assigned seasonally.
Aug.-Oct,—grapes

*Sacramento, California 95814
216 Agriculture Building
1220 N Street
All year—miscellaneous fruits, vegetables

*Salinas, California 93901
502 Crocker-Citizens Bank Building
All year—vegetables

*Santa Maria, California 93454
317 A North Lincoln
All year—vegetables

*Stockton, California 95203
Suite D, Skol Building
2321 West Washington Street
All year—vegetables

FLORIDA
Belle Glade, Florida 33430
P. O. Box 310
Oct.-June—vegetables, strawberries

Florida City, Florida 33030
P. O. Box 275
All year—fruits, vegetables

Hastings, Florida
Office space assigned seasonally.
April-May—potatoes

Lakeland, Florida 33802
P. O. Box 69
Sept.-June—citrus, watermelons

Orlando, Florida 32814
P.O. Box 20273
All-year—miscellaneous fruits, vegetables

Pompano Beach, Florida 33061
P. O. Box 536
Nov.-May—vegetables

Sanford, Florida 32771
P. O. Box 1896
Dec.-June—vegetables

GEORGIA
Albany, Georgia 31702
2300 N. Slappey Drive
Nov.-Dec.—pecans

Macon, Georgia 31202 *
714 Grand Building
June-July—peaches

Thomasville, Georgia 31792
P. O. Box 86
June-July—watermelons

IDAHO
Idaho Falls, Idaho 83401
P. O. Box 166
Oct.-April—potatoes, onions

Payette, Idaho 83661
Office space assigned seasonally.
July-Sept.—potatoes, prunes, onions

LOUISIANA
*Baton Rouge, Louisiana 70804
Room 13, State Capitol Building
P. O. Box 44184 Capitol Stations
July-May—strawberries, sweetpotatoes, vegetables

MAINE
Presque Isle, Maine 04769
P. O. Box 725
Sept.-June—potatoes

MICHIGAN
Benton Harbor, Michigan 49022
P. O. Box 622
All year—fruits, vegetables

NEW MEXICO
Las Cruces, New Mexico 88001
Office space assigned seasonally.
May-June—lettuce, onions
Oct.-Nov.—lettuce

NEW YORK
Riverhead, L. I., New York 11901
Sigal Building, Room 106
127 E. Main Street
July-March—potatoes, cauliflower

*Rochester, New York 14623
120 Administration Building
900 Jefferson Road
Aug.-May—fruits, vegetables

NORTH CAROLINA
*Asheville, North Carolina 28807
302 Court House Building
July-Dec.—apples, vegetables

Elizabeth City, North Carolina
Office space assigned seasonally.
June-July—potatoes

*Raleigh, North Carolina 27602
301 State Agricultural Building
Sept.-April—sweetpotatoes

Southern Pines, North Carolina 28387
Office space assigned seasonally.
June-July—peaches

OREGON
Merrill, Oregon 97633
P. O. Box 280
Oct.-April—potatoes

SOUTH CAROLINA
*Columbia, South Carolina 29201
P. O. Box 9403
State Farmers' Market
All year—vegetables, watermelons

Spartanburg, South Carolina
Office space assigned seasonally
June-July—peaches

TEXAS
*Austin, Texas 78711
Texas Department of Agriculture
John Regan Building
July-Aug.—watermelons

Weslaco, Texas 78596
P. O. Box 13
Oct.-June—citrus, vegetables, melons

VIRGINIA
*Onley, Virginia 23418
Virginia Department of Agriculture
P. O. Box 26
May-July—strawberries, potatoes, vegetables

*Richmond, Virginia 23219
407-C, 203 N. Governor Street

*Windsor, Virginia 23487
P. O. Box 345
August—watermelons

WEST VIRGINIA
Martinsburg, West Virginia 25401
P. O. Box 1112
Aug.-April—peaches, apples

WISCONSIN
Madison, Wisconsin 53702
4802 Sheboygan Avenue, Room 132-B
Aug.-April—potatoes

WASHINGTON
Yakima, Washington 98901
235 Liberty Building
All year—fruits, vegetables

WASHINGTON, D. C. REPORTS AVAILABLE. . .

The Market News Branch, Fruit and Vegetable Division, Consumer and Marketing Service, U.S. Department of Agriculture supplies many reports free of charge.
Write to USDA, Washington, D. C. 20250.
The following reports are available:

Weekly

Weekly Summary of Fruit and Vegetable Shipments-Unloads (Monday)

Peanut Market News (Wednesday)

Monthly

Honey Market News

Annual

Fresh Fruit and Vegetable Unloads in Eastern Cities by Commodities, States, and Months (C&MS 3) (March)

Fresh Fruit and Vegetable Unloads in Western Cities by Commodities, States, and Months (C&MS 4) (March)

Fresh Fruit and Vegetable Unloads in Midwestern Cities by Commodities, States, and Months (C&MS 5) (March)

Fresh Fruit and Vegetable Unloads in Southern Cities by Commodities, States, and Months (C&MS 6) (March)

Fresh Fruit and Vegetable Unload Totals in 41 Cities (C&MS 7) (March)

Fresh Fruit and Vegetable Shipments by Commodities, States, Counties, Stations (C&MS 13) (May)

Fresh Fruit and Vegetable Shipments by Commodities, States, and Months (C&MS 14) (May)

Summary of Wholesale Prices of Fresh Fruits and Vegetables at New York City and Chicago and F.O.B. Prices in Representative Shipping Districts (May)

U.S. DEPARTMENT OF AGRICULTURE
CONSUMER AND MARKETING SERVICE
FRUIT AND VEGETABLE DIVISION
WASHINGTON, D.C. 20250

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